WHAT IS CLAIMED IS:

1.   An image processing apparatus, comprising:

a determining unit that determines image types in an image data corresponding to an image;

5   an image area separation unit that separates the image into areas corresponding to each of the image types and generates area data corresponding to each of the areas;

a memory which stores the image data and the area data in a correlated manner;

10   an image processing unit that subjects a specific image data stored in the memory to one or more of gamma correction, color conversion, and gradation processing based on processing conditions set for the area data correlated with the specific image data;

a conversion unit that converts a format of the image data

15   processed by the image processing unit into a general-purpose format; and

a transmission unit that sends the image data in the general-purpose format to an external device.

20   2.   The image processing apparatus according to claim 1, wherein the image types include one or more of character, photograph, color, and presence of halftone.

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3. The image processing apparatus according to claim 2, wherein the image type is any one or more of the character and the photograph, and the processing condition is gamma-correction.

5 4. The image processing apparatus according to claim 2, wherein the processing condition is color correction.

5. The image processing apparatus according to claim 1, wherein the image type is any one or more of the character and the photograph,

10 and the processing condition is gradation processing.

6. The image processing apparatus according to claim 1, further comprising an image formation unit that forms an image on a recording medium based on the image data stored in the memory.

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7. An image processing apparatus, comprising:

an acquiring unit that acquires an image data corresponding to an image;

a determining unit that determines image types in the image

20 data;

an image area separation unit that separates the image into areas corresponding to each of the image types and generates area data corresponding to each of the areas;

a memory which stores the image data and the area data in a

25 correlated manner;

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an image processing unit that subjects a specific image data stored in the memory to one or more of gamma correction, color conversion, and gradation processing based on processing conditions set for the area data correlated with the specific image data;

5   a conversion unit that converts a format of the image data processed by the image processing unit into a general-purpose format; and

a transmission unit that sends the image data in the general-purpose format to an external device.

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8.   The image processing apparatus according to claim 7, further comprising a filtering unit that subjects the image data corresponding to the image types to filter processing.

15 9.   The image processing apparatus according to claim 7, wherein the image data acquired by the acquiring unit includes Red, Green, and Blue color components, the image area separation unit separates an image area corresponding to black characters from the image data, and the image processing unit adjusts the Red, Green, and Blue color

20 components forming the image data in the separated image area of the black characters so that the components have the same value.

10.   The image processing apparatus according to claim 7, wherein the image type is a character, and the processing condition is gamma

25 correction.

11.   The image processing apparatus according to claim 7, wherein the image data acquired by the acquiring unit includes Red, Green, and Blue color components, the image area separation unit separates the

5   image area corresponding to a white background from the image data, and the image processing unit adjusts the Red, Green, and Blue color components forming the image data on the separated white background image area so that the components have the same value.

10   12.   A method of processing an image data corresponding to an image, comprising:

separating the image into areas corresponding to each of the image types and generating area data corresponding to each of the areas;

15   subjecting an image data in a specific area to image processing including one or more of gamma correction, color conversion, and gradation processing based on a processing condition set for the area data in the specific area;

converting a format of the image data image processed to a

20   general-purpose format; and

sending the image data in the general-purpose format to an external device.